CHINA HORSE FAIR

2019

19-21 September 2019

Equuleus International Riding Club, Beijing

China’s No.1 professional horse sports and leisure industry event, launch exciting new features and activities for 2019

The 13th China International Professional Horse Sports & Leisure Industries Exhibition
China – a market of new opportunities!

Over recent years the Chinese horse sports and leisure market has seen rapid growth and is now recognized as the world’s leading ‘hot spot’ for future sales. Driven by demand from an increasingly affluent population, horse and pony based activities are attracting new participants at unprecedented levels which in turn is generating record sales for suppliers of the latest products and services.

RAPID EXPANSION TO CONTINUE

China’s robust economic growth has created a large and aspirational middle class who have the disposable income and desire to invest in new sports and leisure activities. The country’s professional horse industry has directly benefited from this trend given the country’s rich equine heritage, national governmental support, the sector’s increasingly high-profile and sophisticated image and the undoubted health and fitness benefits for all ages.

It is generally accepted that the current 1 million riding club members are just the tip of the iceberg and strong future growth is virtually assured.

This impressive increase in club membership numbers and the launch of new riding, training and breeding facilities across China, is driving a surge in demand for a full range of high-end products including top quality horses, facility and riding equipment, clothing, accessories, and equine health care products and services. It is an ideal time for new international suppliers to enter the Chinese market and for existing suppliers to boost their market presence and sales.

With its rapidly increasing purchasing power and huge future potential, China should be a priority market for all suppliers and manufacturers of professional equine products and services.
Did you know that...

- From 2017 to 2018, 926 new equestrian clubs were opened across China bringing the total to 1,992. The CHF team are in contact with them all!

- The average annual growth rate in equestrian club membership in China is 68% and reached just under 1 million members at the end of 2017. At its current rate of growth, club membership will surpass many European countries in just a few years and with no signs of this trend slowing!

- 20,416 horses were purchased by Chinese equestrian clubs in 2017 and this will continue to increase along with demand.

- 63% of horses owned by Chinese equestrian clubs are imported from overseas.

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**CHINA HORSE FAIR – THE CHOICE OF PROFESSIONALS**

Such an important market deserves a top-quality trade show and the China Horse Fair (CHF) has fulfilled that role for more than 10 years. Since its launch in 2007 the CHF has grown and developed alongside the country’s professional horse sports and leisure industry which it so successfully serves.

CHF 2019 will be the 13th edition and will once again be China’s largest, most established and most international gathering for trade professionals and enthusiasts involved in all forms of equine sports and leisure activities.

CHF has an unrivalled track record of attracting suppliers from around the world including from Australia, Belgium, France, Germany, Holland, Ireland, Italy, Japan, Poland, Russia, Scandinavia, Singapore, South America, South Korea, UK, United States and China.

▲ Arabian Horse training at CHF 2018

▲ CHF 2018 attracted international trade buyers and exhibitors

▲ Exhibitors Interviewed by high rating Chinese news channels at CHF 2018
In 2018 CHF hosted some 150 suppliers including many new to market companies who came to sell their latest products and services. They exhibited alongside established and successful brands who make sure they exhibit at CHF every year so as to meet new customers and boost sales to existing clients.

In just three days companies can promote their products to top professional buyers and specifiers from across the length and breadth of China, making CHF a uniquely cost-effective direct sales and marketing platform.

With over 2,100 buyers, specifiers and influencers attending the 2018 event, CHF again strengthened its position as China’s No.1 professional equine gathering.

Nationwide coverage –
here are just some of the Cities/Provinces visitors came from:
Beijing, Tianjin, Shanghai, Wuhan, Chengdu etc., and from the provinces of Shandong, Hebei, Inner Mongolia, Zhejiang, Jiangsu, Guangdong etc.
representatives from the country’s major riding facilities came to view, compare and purchase the latest products and services including:

- Beijing Equuleus International Riding Club
- Beijing Ou Zhu Bo Le Arabian Horse Stud Farm
- Inner Mongolia Tian Bian Stud Farm
- Chengdu Da Gen Si Equestrian Club
- Wuhan Han Ma Hui Riding School
- Beijing Tang Ren Polo Club
- Beijing Guo Fa Equestrian Club
- Shenyang Pony Club
- Hebei He Shun Stud Farm
- Japan Grand Pony Club

...and many more.

CHF 2019 will again take place in Beijing, China’s main equestrian hub, from 19-21 September 2019.

CHF - where the industry gathers
CHF ATTRACTS CHINA’S TOP BUYERS | WHO DO THE VISITORS WANT TO SEE?

- Horse Training and Management Supplier/Horse Trader/Horse Breeder: 77%
- Equestrian related equipment/Rider clothing & equipment Manufacturer: 81%
- Horse related equipment/tack Manufacture, e.g. saddles, harness etc.: 81%
- Horse Feed & Care: 69%
- Stabling: 54%
- Horse Transportation: 37%
- Equestrian clubs/Polo clubs, horse racing and race tracks: 66%
- Industry Press: 18%

AN AUDIENCE OF INFLUENTIAL PURCHASERS

HOW INFLUENTIAL ARE CHF VISITORS IN PURCHASING DECISIONS?

- Chairman, CEO, GM, Director, Horse Owner: 23%
- Manager, Project Manager, Department Manager: 17%
- Shoeing Division, Veterinary, Coach: 10%
- Enthusiast: 5%
- Journalist, Teacher & Student, Artist: 3%

TYPE OF COMPANY THE VISITORS WORK FOR

- Club/Farm/Polo/Riding School: 52%
- Horse Owner/Rider/Enthusiast: 14%
- Horse Sports Facilities, e.g. Polo/Equestrian/Racing: 18%
- Sales Agent/Trader: 6%
- Manufacturer: 5%

WHAT THE VISITORS HAD TO SAY:

“CHF has been successfully organised for 12 years. It witnesses and promotes the development of the Chinese horse industry. CHF 2018 has successfully grasped the hot spot of the industry at this time – the young rider market. We hope CHF can keep pace with the times and become better and better in the future!”
- Beijing Turf & Equestrian Association
  Mr. Chen Che

“As always, CHF is a festival of learning and communication for the entire equestrian industry. This is the second time for us to visit it. We wish CHF will be more success in the future!”
- China Institute of Horse Culture & Sports & Tourism
  Ms. Dong Xue

“CHF 2018 displayed new innovations. We noticed that foreign exhibitors brought a lot of new products and technologies, which provided the local equestrian clubs with a good opportunity to see and learn. Additionally, through one-to-one teaching by expert Ireland coaches, our young riders become more confident after having these classes.”
- Emperor Equestrian Club
  Mr. Zhao
DON’T JUST TAKE OUR WORD FOR IT...
HERE’S WHAT SOME OF OUR EXHIBITORS HAD TO SAY:

“This is my sixth time to attend CHF in China. In the past six years, I have made many Chinese friends and partners at the exhibition. I believe that the horse industry will keep developing in China in the future.”

Jadem Arabians Belgium

“We have exhibited at the CHF since the first session. In the passed 12 years, we have seen the continuous development of the Chinese equestrian industry. The forum and activities under the theme of young riders are the main focus of CHF 2018, which we feel are interesting and the right features to be included. We believe that the young rider market in China will keep developing in the future.”

Tanke Equine Sports Co., Ltd. China

“CHF is the best trade platform for the horse industry in China. By attending CHF 2018, we met distributors and equestrian clubs from all over China, including Beijing and Northeast China which are the country’s hot spot equestrian centers. We displayed many products, including horse nourishment and stable bricks at the CHF 2018. We believe that the Chinese horse industry has a bright future.”

Shandong Qingfeng Animal Husbandry Technology Co., Ltd. China

AFTER WELCOMING MORE THAN 650 EXHIBITORS FROM 30 COUNTRIES, THE CHF IS CHINA’S MEETING PLACE FOR THE INTERNATIONAL EQUINE SECTOR.

JOIN SUPPLIERS FROM AROUND THE WORLD AT CHF
NEW FOR 2019 – CHF GOES TO THE NEXT LEVEL!

Reflecting the dynamic growth and increasing sophistication of China’s equine market, China Horse Fair 2019 will support a number of exciting new initiatives.

FEI COMPETITION

The organizer of CHF 2019 is proud to be cooperating with one of China’s leading equestrian brands and recognised competition organiser, Beijing Equuleus. CHF 2019 will be co-located with the Equuleus Open FEI CSI3* ensuring that all eyes will be on Beijing for that week is September and making the combined event the most high-profile and value added meeting place for China’s professional equine industry.

Look out for these other exciting new features at CHF 2019

▲ First class networking and hospitality

▲ Be part of China’s leading celebration of equine sports and leisure activities

▲ Bringing international and local equine professionals and enthusiasts together under one roof

▲ Plenty of opportunities to combine business and fun

▲ Arts, crafts and fun for the younger audience

▲ Top class demonstrations at a world class venue
CHF OFFERS COMPREHENSIVE MARKETING SOLUTIONS TO ITS EXHIBITORS

CHF works closely with leading trade magazines and media contacts to make sure you can benefit from powerful and effective media coverage.

In 2019, the China Horse Fair will for the first time be promoted Asian wide. The promotional campaign will be extended to also target professional equine industry buyers and enthusiasts from across Asia e.g. ASEAN, North and South Asia, which means even more fantastic sales opportunities for suppliers exhibiting at CHF 2019!

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Every exhibitor is competing for the visitors’ attention. CHF can help you stand out from the crowd!
Drive visitors to your stand and ensure they recognise your brand.
CHF sponsorship opportunities can put your company, your brand and your product at the front of the Chinese Equestrian Industry when it comes to sales!
They are cost-effective, varied and impossible to miss.
Exhibit Space is Limited and will sell out so DON’T DELAY!

CONTACT US

Want to find out how your business can profit from exhibiting at CHF 2019?

CONTACT ONE OF OUR FRIENDLY AND HELPFUL TEAM TODAY TO DISCUSS HOW WE CAN MAKE YOUR PARTICIPATION A SUCCESS

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